

WHAT IS CLAIMED IS:

1. A method for defining a web page, the method comprising the steps of:

5 subdividing the web page into two or more panels, where each panel is a fixed portion of the web page;

defining one or more inserts for each panel, each insert renderable to produce HTML code for the corresponding panel.

10 2. A method as recited in claim 1, wherein each panel is sized for display on a targeted personal data assistant (PDA).

15 3. A method as recited in claim 2, wherein each panel is sized so that a series of panels may be simultaneously viewed on a standard sized computer display.

20 4. A method as recited in claim 1, wherein the inserts are defined to include secure content.

5. A method as recited in claim 1, wherein at least some of the inserts are region-specific.

25 6. A method as recited in claim 1, wherein at least some of the inserts are user-specific.

7. A method for responding to a request for a web page, the method comprising the steps of:

retrieving a profile corresponding the user requesting the web page;

5 retrieving a definition corresponding to the requested web page, the definition describing the location of one more panels included in the web page;

selecting panels for the web page based on the definition and the profile;

10 rendering the selected panels to produce HTML code for the web page; and

returning the HTML code.

15 8. A method as recited in claim 7, wherein each panel is sized for display on a targeted personal data assistant (PDA).

9. A method as recited in claim 8, wherein each panel is sized so that a series of panels may be simultaneously viewed on a standard sized computer display.

20 10. A method as recited in claim 7, wherein the inserts are defined to include secure content.

25 11. A method as recited in claim 7, wherein at least some of the inserts are region-specific.

12. A method as recited in claim 7, wherein at least some of the inserts are user-specific.

13. A method for defining a web page, the method comprising
5 the steps of:

subdividing the web page into two or more panels, where each panel is a fixed portion of the web page, the entire web page viewable on a standard sized computer display and each panel viewable on a targeted personal data assistant (PDA).;

defining one or more inserts for each panel, each insert renderable to produce HTML code for the corresponding panel.

14. A method as recited in claim 13, wherein the inserts are defined to include secure content.

15. A method as recited in claim 13, wherein at least some of the inserts are region-specific.

16. A method as recited in claim 13, wherein at least some of the inserts are user-specific.

17. A data storage medium having machine-readable code stored thereon, the machine-readable code comprising instructions executable by an array of logic elements, the instructions defining a method comprising the steps of:

receiving a request for a web page;

retrieving a profile corresponding the user requesting the web page;

retrieving a definition corresponding to the requested web page, the definition describing the location of one more panels included in the web page;

selecting panels for the web page based on the definition and the profile;

rendering the selected panels to produce HTML code for the web page; and

returning the HTML code.

18. A data storage medium as recited in claim 17, wherein each panel is sized for display on a targeted personal data assistant (PDA).

19. A data storage medium as recited in claim 18, wherein each panel is sized so that a series of panels may be simultaneously viewed on a standard sized computer display.

20. A data storage medium as recited in claim 17, wherein the inserts are defined to include secure content.

21. A data storage medium as recited in claim 17, wherein at least some of the inserts are region-specific.

22. A data storage medium as recited in claim 17, wherein at least some of the inserts are user-specific.